

ORDER



KLAS

Orders
Order / Rev: 37718
Alt Order #: 08888804
Product Desc: HECK/CONGRESS/REP
Estimate:
Flight Dates: 10/25/12 - 10/30/12
Original Date / Rev: 10/24/12 / 10/24/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Heck, Joe - R-CD3
Demographic: A35+
Product Codes: PO1
Priority: LV2
Revenue Codes: AGY, POL, CAND

New Business Thru: 09/03/11
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	8	\$6,600.00	\$5,610.00
10/29/12	10/30/12	4	\$3,300.00	\$2,805.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	8	\$6,600.00	\$5,610.00	0.00
November 2012	4	\$3,300.00	\$2,805.00	0.00
Totals	12	\$9,900.00	\$8,415.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$9,900.00
Market	100%	\$33,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$8,250.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$1,650.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/25/12	10/26/12	8 News Now 6a M-F	CM	6-7a	---TF--	1:00	2	\$550.00	LV2	0.00	NM	2	\$1,100.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---TF-- 2 \$550.00 0.00															
E 2	8	10/29/12	10/30/12		CM	6-7a	MT-----	1:00	2	\$550.00	LV2	0.00	NM	2	\$1,100.00

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Advertiser: Heck, Joe - R-CD3
 Product Desc: HECK/CONGRESS/REP
 Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				8 News Now 6a M-F										
				8 News Now 6a M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$550.00		0.00			
E 3	8	10/25/12	10/26/12	8 News Now 5-630p M-F	CM	5-630p ---TF--	1:00	2	\$1,000.00	LV2	0.00	NM	2	\$2,000.00
				8 News Now 5-630p M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$1,000.00		0.00			
E 4	8	10/29/12	10/30/12	8 News Now 5p M-F	CM	5-530P MT-----	1:00	1	\$1,000.00	LV2	0.00	NM	1	\$1,000.00
				Eyewitness News 5p										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----				1	\$1,000.00		0.00			
E 5	8	10/25/12	10/26/12	8 News Now 11p M-F	CM	11-1135p ---TF--	1:00	2	\$1,200.00	LV2	0.00	NM	2	\$2,400.00
				8 News Now 11p M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$1,200.00		0.00			
E 6	8	10/29/12	10/30/12	8 News Now 11p M-F	CM	11-1135p MT-----	1:00	1	\$1,200.00	LV2	0.00	NM	1	\$1,200.00
				8 News Now 11p M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----				1	\$1,200.00		0.00			
E 7	8	10/28/12	10/28/12	8 News Now Sun AM #1	CM	8 News Now Sun A-----S	1:00	1	\$300.00	LV2	0.00	NM	1	\$300.00
				8 News Now Sun AM #1										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$300.00		0.00			
E 8	8	10/27/12	10/28/12	8 News Now 11p Sa/Su	CM	11-1135P -----SS	1:00	1	\$800.00	LV2	0.00	NM	1	\$800.00
				8 News Now Sa/Su 11p										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----SS				1	\$800.00		0.00			
												Totals	12	\$9,900.00